

'More than 40 years of honest merchandising has made this store what it isto-day-the Store of Certain Satis faction."

Lexington to 3d

Above all Bloomingdales' is a practical store catering to the requirements of every member of the family and every home. The most comprehensive stocks of Spring merchandise ever assembled under any one roof are now displayed at Bloomingdales'. The store is in complete readiness for Easter.

Spring Gloves

Easter Display

Women's \$1.00 and \$1.50 Gloves,

heavy, pure silk; also Milanese silk gloves; 16-button length.

mousquetaire style; double finger

tips; a full color assort-

Women's \$2.25 Gloves, fine glace

kid, elbow length; in the very popular mousquetaire style; black and white; all sizes; a most unusual value that \$1.59

Women's 89c Gloves, high grade

importations, with one row em broidery on back; in all the

Characteristic Bloomingdale

This Store is easy to reach from anywhere because it is convenient to everywhere.

House Dresses, 95c

Women's and

Misses' Wash

79с

Lawns, in stripes, dots squares, figures, etc. All colors,

ing styles with prettily pleated

5c Handkerchiefs.

20c a Dozen

Good handkerchiefs, too, for both women and children, identical in

every respect with those that created

such a sensation here last Friday at the same price. No flaws, holes or serious faults—merely slight imper-fections.

Dresses at

We're going to make tomorrow, Friday, one of the greatest Spring bargain days in the history of the Bloomingdale Store.

How? By offering a storeful of unprecedented bargains like those on this page.

Women's and

Misses' \$5.00

Raincoats,

\$2.69

Children's 15c

Underwaists, 9c

Boys' and Girls' rib-

walsts, trimmed with good tape and

buttons down front, back and sides

comfortable, strong

and leating medium



69c Shirts.

35c

Women's \$15





59c Messaline, 39c A complete range of all the newest and staple shades for street and evening wear, also white, ivory, cream and black.

Women's \$3

Spring Skirts

\$1 Messaline, 69c 1,000 yards of yard-wide black messaline, a superior quality and rich finish, standard \$1.00 grade. Stockings

Women's and Children's Hosiery typical Bloomingdale prices Women's 59c Silk Hose, some show a drop stitch here and there; first quality; black and all colors; (no mail orders 29c Women's 15c Carrell 1887). the lowest in town. Women's 35c Gauze Lisle Hose.

Children's 15c Hose fine and heavy ribbed cotton hose, 8c double knee: sizes 5 to 915 Children's 29c Hose choice of fine

new spring shades; also 59c Children's 19c Sox 1,200 pairs children's white sox with Women's Gloves, 16-button good lisle thread; mosquetaire style; black only; all 10 checked tops; sizer 412 to 11c nizes Bloomingtales', Main Ploor.

> Unbleached Muslin, 4%c Bleached Muslin, 5%c \$1.25 Long Cloth, 79c

Towelling, 10 Yds. for 69c

Summer Blankets, 39c | 75c Scarfs, Shams, etc., 37c

\$1.00 Comfortables, 69c \$1.50 Bedspreads, 98c

Apron Gingham at 4%c Fast color, good quality, heavy pron gingham, at 4 %c the yard. Canvas Suiting, 7%c

1,000 Boys' \$2.50 \$ 1 Suits and Reefers at

Undoubtedly the Best Values of the Year. Double Breasted Suits with Knickerbocker Trousers, blue serge, fancy worsteds and cheviots; cut in Derby and Norfolk models; sizes 8 to 16 years; great values at \$1.77.

Boys' Russian Suits, sizes 3 to 7 years; made of plain blue and fancy cheviot materials at \$1.77. Boys' Reefers, sizes 3 to 8 years; made of covert and fancy cheviot materials at \$1.77. Hoomingdates.

Men's 50c Balbriggan Underwear, 27c

Root's Spring Weight Underwear, 69c

Of Australian natural wool, strictly first quality, that sells regularly for \$1.25. For one day only, and not more than 3 suits to a customer.

y combed Egyptian yarn, silk fin sh, short sleeved shirt, ha finished and trimmed with pearl buttons. Drawers have double seat and

Umbrellas,

Pure Silk, \$ 1.25

Dinner

consist of

\$8.98

10.98

400 Lingerie Waists

Wonderful \$1.67

ored pipings and silk embroidered dots.

Sale of \$2.00 Marquisette Waists

Low neck, white or colored silk embroidery and fine lace inserting. All at the marvellous price named above; for Friday's selling.

None C. O. D. No mail orders.

Kimono models with high collars.

Values at \$1.67

Men's and Boys' \$3

Watches, 1.95

They're elaborately trimmed with wide Cluny insertion, white or col-



2,000 Untrimmed Hats at 99c It will pay you to visit our Un-

trimmed Hat Section to take advantage of this sale. In the lot there are domestic hemps, hair braids, imported chips, nacre braids and fancy

Women's Neckwear at 1/2 Prices

A Very Special Sale To-Morrow representing the surplus stock of a leading manufacturer, as follows:

straws. There are small, medium and large shapes.

20c Pillow Cases, 121/2c

25c Persian Lawn, 10/2c Table Damask, 2 yds. 63c Table Napkins, Each, 51 12 2c Bath Towels, 7 2c 50c Muslin Sheets, 39c

Fine English Long Cloth, 36 inche ride: in 10-yard pleces, \$1.25 plec or 79c.

Men, We Are Going to Sell 1,000 Men's and Youths' High Grade \$12 Spring @ Suits, Tomorrow at ...

None C. O. D. Alterations Free.

Sizes 15 to 22 Years for Youths.

For Men of All Sizes 33 to 44 Chest Measure for Men. Suits are Cut in the Latest Spring Models of Fancy and Plain Blue Serges, Fancy Worsteds in Neat Stripes, Gray, Brown and Tan Cheviots in More Than 50 Different Extra Salesmen. Bloomingdale Clothing Store, 2d Floor.

New Laces Half and Quarter Prices Colored Embroidered Lace Waterproof Malines-Black, also

white; regular 25c value; 121cto-morrow Cowhide Bags, \$3.75

Dollar Shoe Sale & Boys; Values Up\$.00 To-Morrow the Last Day

Not a sale of dollar shoes, but a clearance of reliable foot-wear formerly priced up to \$2.98, at \$1.00. It is our annual pre-Easter shelf clearing sale. The sizes for women are mostly 2½ to 4½. Sale includes: Women's High or Low Shoes | Girls' Tan and Suede Pumps Women's White Canvas Oxfords | Children's High and Low Shoes No mail or C. O. D. orders. Positively none credited or exchanged.



Silver Bags, To-morrow, \$1.35

Underwear

No Mail Orders.

Women's White Ribbed Cotton Vests, all sizes

Women's 29c Lisle Thread
Ribbed Vests all sizes

Women's 50c Union Suits,
Lisle Thread Swiss Ribbed
Children's Vests and Pants, ince cotton ribbed, regular prices, 39c for sizes 3, 4, 5; 50c for 19c sizes 6 and 7; all at

Webster's 65c

Neat gunmetal open face cases, thin model, fitted with fine jewelled nickel-plated move-ments. Stem winders and pendant set. Guar-All silk umbrellas, 26 and 28 inch sizes, for men and women; beautiful handles. Limit, 1 to a cusanteed perfect time-

Reversible Scrim, for Fine Blocked and 500 Pairs of Fine Cross Summer curtains, Striped Curtain Striped Grenadine large assortment of patterns on cream or Swiss, 36 inches wide, makes an attractive Curtains, in full line of colors, value 49c
75c pair, for 49c
Bloomingdain Labolaterr ecru ground, value 20c yard: 121 at 122c Summer curtain, value 20c yard; 10c

Imported Dinner and Tea Sets At Very Special Prices To-Morrow, Friday Austrian and German china figure in this big low-priced event scheduled for Friday. Note the savings you may make by coming to the Blooming-dale China Section to-morrow:



cial 4.98 Austrian China Dinner Sets, thin, 100 pieces; very prettily decorated; regularly \$14.00; special.

Austrian China Dinner Sets, thin, 100 pieces, with soup tureen; neat floral decoration; regularly \$16.00; special.... German China Tea Sets, 56 pieces, choice designs, choice

\$4.69 thin cups: regularly \$6.00; special.

German China Tea Sets, 50 pieces, pretty floral border designs, gold edge; regularly \$7.00; special

10.00mingdales', 3d Ploor, 59th

Men's \$2.50 Shoes, \$1.65 Special, Friday at 1.65 Same as you always pay \$2.50 for. Dull calfskin shoes, also patent leather and vici kid and tan. Men's \$3.50 Shoes, \$2.15-High or low cut, patent colt, button; gunmetal or tan Russia

\$5 Mission Clocks \$1.98 Solid oak cases and fine

12-Blade Safety Razor Set at 64c

25c Neckwear, at 121/2c

75c Neckwear, at 371/2c

\$1.00 Neckwear, at 50c

New black and white neckwear, in jabots, cascades, &c., hand embroidered jabots, Marquisette jabots, imitation laby Irish lace trimmed jabots, Cluny ace trimmed jabots, Venise lace trimmed

sabots, Dutch collars, sailor collars, stocks with jabots attached: fine lace creations,

tailor-made neckwear, in embroidery tab Ascots, made up Ascots, and Ascots to tie up. New soft linen collars, four-in-hand ties, fancy stocks, cascades, &c., &c.

Here is what we offer:

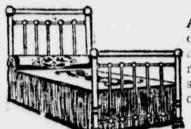
50c Neckwear, at 25c

Men's "Moneybak" Socks

A guarantee ticket with each six pairs. Guaranteed to the wearer for six months. All sizes - colors black, tan and gray. The most economical half hose in the market. Mail orders promptly filled.

Price: Six Pairs for \$1.00 Bioming talm.

Complete Bed Outfit, \$7.75 Value \$12.00



A full-size finely enamelled bed, like illustration; a hairtop mattress and a reinforced woven wire spring; for Friday \$7.75

No mail, 'phone or C. O. D. Orders.

10c Wall Paper, per roll, 2½c



| Washing Pow- der Large No. | per ib 44C | Extra fine. |
|---------------------------------------|--|---|
| Granulated Wash- | Early June 1 | eas per can |
| Pride Laundry | Corn cate 8 c | rfor 12e |
| nearly half 18c | Corn Since Since | er for 12c over for |
| Oliveou beating | 17. 22c. 30c | Heat Balb. 120 |
| parted, full quar | Outs 15c | Duffy'stirage Jules |
| 81.35; \$2.40 our 62c. Ceylon or | ghetti 120 | Duffs's Apple Juice |
| ludia Tra 100 lictora: full 39c | Crystal Demino | for 25c.; large |
| Coffee — Nume better full 30c | other groceries | Kneipp Malt Coffee |
| Our 30c, Peaberry Coffee Pall flav | Delft Peanut Oil | package. 23c |
| Our 24c Mush- | and cooking me- | Certon & others, to the and 35c.; 1-10. |
| and stems: 17c | Street but. 58c | tina She. 65c |

Dining Room 5 749 Domes, at . . Special Easter Sale In Our Lamp Dept. Fitted by Hand with 66 pieces of complete Rich Amfor gas. One of the best ber or Nile Green values of Glass. the year.



Toilet G'ds Specials

| A TOTAL CONTRACTOR OF THE PARTY | |
|--|---|
| Superba Peruside Cream has no superior; regularly 24c, succial 19c Whiting's English Floral Handkerchlef Estracts assorted odors; full or hottle, regularly 25c, spe- cial 19c Superba Geisha Taleu in Funder—the tripic regularly befor, the can with affect top Gunger in cake form, por ket size, spacial Tellars Rice Ponder ull shades special 19c | tompound 16 as but- fic regularly 23c, appearail 19c Rubber Cushion Wire Hair Brushes regularly too regerial 19c Cellulate Soap Boxes as |

Wines and Linux

| wines and | u Liquors |
|---|---------------------|
| California Port, Sheri Angelica, Riesling of | ry, Muscatel, 240 |
| Our 25c. Beef, Irva and Wine sorte in a 18c Our 81 on Zinfandel California Claret very 74c Our 82 on Fort or \$1.50 Our 82 on Tokas or \$1.50 | Bye Pan Guard \$1.2 |

The Store of Certain Satisfaction-BLOOMINGDALES', Lex. to 3d Ave., 59th to 60th St.